

SIMPSON'S

A Cool Place to Shop

SIMPSON'S

Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday at 1 p.m.

Women Are in Luck Today---They Can Buy Queen Quality and Dorothy Dodd Low Shoes

\$6.00
\$7.00
Values **At 3.75**



No Phone, Mail or C. O. D. Orders on Sale Footwear.

Hundreds of pairs of these high-class Low Shoes will be thrown on the bargain tables for quick sale, including \$5.00, \$6.00 and \$7.00 pumps, strap slippers, colonials and lace Oxfords, patent colt, gunmetal, colored and black kid leather. Jet ornaments, medium and small buckles—medium and narrow toe shapes. Flexible, McKay, Goodyear welt and turn soles—Spanish, Cuban and low heels. Sizes 2 1/2 to 7. Today, pair, \$3.75.

Women's Canvas Shoes \$2.75.

Children's Roman Sandals.

370 pairs, about five different styles of white canvas and Sea Island duck—pumps, strap slippers and colonials. Leather, Goodyear welt and McKay sewn soles—wood covered and leather high and low heels. Sizes 2 1/2 to 6. Today, pair, \$2.75.

Children's Patent Roman Sandals—made on neat round toe last—turn sole and low heels. Sizes 3 to 7 1/2, pair \$1.99; 8 to 10 1/2, pair, \$2.29.

Men's Goodyear Welt Oxfords \$4.45

Hundreds of pairs, in gunmetal and Havana brown calf leathers. Straight lace styles—recede toe—Neolin soles, and solid rubber heels. Sizes 5 1/2 to 9. Today, per pair, \$4.45.

Men's Boots \$5.45.

Men's White Boots \$2.95.

Gunmetal, velour calf, vic kid and patent leathers. Wide and narrow toes—blucher and straight lace styles. Medium and heavy weight Neolin fibre soles—all Goodyear welt sewn—military and nas heels. Sizes 5 1/2 to 11. Today, pair, \$5.45.

180 pairs of Fine White Straight Lace Canvas Boots. Neat round toes—light-weight Goodyear welt leather soles—low heels. Sizes 6 to 10. Regularly \$4.00. Today, pair, \$2.95. Same style, in Oxfords, recede toe. Today, \$2.95.

Madam, Buy Panamas Today When These Savings Are Effective

At \$1.89—At least \$1.00 under any price at which we have offered trimmed panamas. Fine bleach, creamy Toyo sports shapes, becomingly trimmed with ribbon ornaments, wool or chenille designs, etc. Lined with silk. On sale at 8.30 a.m. today, only \$1.89.

At \$1.49—Fine Creamy Panamas in large sizes and a splendid variety of new sports shapes. Finished with silk cord ribbon. Regularly up to \$2.25. Today, \$1.49.

At \$1.79—Large Panamas—Good sports shape of the roll side style. Banded with white silk cord ribbon. Today, \$1.79.

At 87c—Untrimmed Toyo Panamas in a large variety of good sports shapes. Latest embossed crowns, \$1.25 to \$1.50 values. Today, 87c.

At \$1.95—Cable-edge Panamas, \$1.95—The popular large sailor with the narrow pencil edge. Fine Toyo panama. Only 30 of them on sale. Today, \$1.95.

Women's Voile, Muslin, Gingham Frocks \$4.75

Coolness, daintiness and smartness—all obtainable for the small expenditure of \$4.75. Isn't that tempting?

Especially so when there are dozens of designs, colors and styles to select from. Fine voiles, muslins and gingham fashion them. Regularly \$6.50 to \$8.50. Sale price, today, \$4.75.

Women's \$16.50 to \$18.50 Wash Suits at \$9.95

All our better class Wash Suits are reduced for the sale. Assorted fabrics, smart tailored styles, white and summer colors. Regularly \$16.50 to \$18.50. Today, only \$9.95.

Also other Wash Suits in numerous fabrics, specially priced for today, \$4.98.

Two Attractive Specials in Women's Skirts Today

At \$1.69—White repps, piques and drills, in half dozen excellent styles. Out-sizes included. Regularly \$2.00, \$2.25 and \$2.50.

At 95c—Superior quality White Repp Skirts, in a smart open front style. Regularly \$1.50.

Sample Veils---Special

Paris Sample Veils, greatly reduced for today, 35c, 50c, 75c and \$1.00.

Hexagon Mesh Veilings, black and colors. Today, yard, 25c and 35c.

Handkerchiefs—Women's 25c Irish Linen Handkerchiefs. Today, each, 16c.

Phone orders taken while quantities last.

A Stirring Sale Today of Women's Pique Collar and Cuff Sets at 50c

Sample Pieces Neckwear. All the newest shapes in organdy,orgette and lace. Today, 29c.

1,000 pieces Neckwear. Specially priced at 50c and 75c.

Pretty Filet Lace Collars, 50c.

Windsor Ties in all the colors of the rainbow, 50c.

75c Organdy Collar and Cuff Sets, 50c.

Tempting Values Today in Children's Summer Wear

Infants' Cashmere Coats (wool and cotton), silk embroidered and silk braid trimmed. Length 22 inches. Regularly \$2.65. Today, \$1.95.

Infants' Long Skirts, with fine white cotton waist attached. Finished with hem and ten rows of pin-tucks. Length 28 inches. Regularly 65c. Today, 39c.

Children's Vests of fine ribbed mercerized lisle thread. Low neck and no sleeves. Sizes 2 to 6 years. Special value, today, 39c.

Children's Drawers, of fine ribbed soft white cotton. Tight knee style. Sizes 2 to 6 years. Very special today, 33c.

Infants' White Pure Wool Sweater Coats, knit in a dainty close weave. Trimmed with cunning little roll collars and pearl buttons. Sizes 1 and 2 years. Extraordinary value today, \$1.69.

Wash Goods Remnants 15c to 50c Yd.

Remnants—the very word suggests how popular were the original pieces, when only small lengths are left so early in the season.

All are done up in rolls, with price, width and length marked plainly for quick selling. All tremendously reduced. No phone or mail orders. On sale at 8.30 a.m. today. Yard, 15c to 50c.

Silk Warp Poplin \$1.49 Yard

Old contracts, balances and special purchases in a full color range, with plenty of navy and black. Would sell ordinarily at \$1.69 and \$1.79. Today, yard, \$1.49.

Lustres for dresses and bathing suits—Cool, dust-resisting and water-shedding, 40 inches wide. Navy, grey, brown, taupe, cream, tan, cardinal and black. Extra value, 8.30 a.m. today, per yard, 85c.

Palm Beach Skirtings—Silk finished in natural ground, with smart contrasting plaids; 34 inches wide, Regularly \$1.50. Today, yard, \$1.24.

Silks Reduced
Black Duchés Satins and Chiffon Taffetas; from regular \$2.69 and \$2.79 stocks. Today, yard, \$2.38.

Natural Shade Silk Shantung, specially selected clear even weaves. Regularly 88c. Today, yard, 73c.

Ivory Silk Habutai, 36 inches wide; \$1.10 quality. Today, yard, 95c.

Ivory Wash Satin is in constant demand for waists, skirts, collars; lovely quality; one yard wide. Regularly \$2.00. Today, yard, \$1.79.

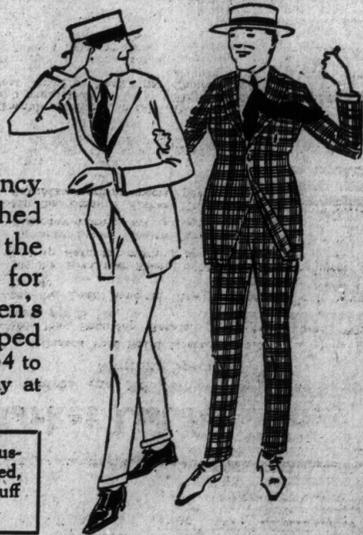
Exceptional Value in Rich Self-Striped Crepe de Chine Blouses \$2.95

A most fortunate purchase resulting in a worth-while bargain for Saturday morning shoppers. Rich silk crepe de chine blouses, with self candy stripes. Colors flesh, rose and navy. Semi-tailored style, with convertible collar. Fashioned with solid pearl buttons. Sizes 34 to 42. Exceptional value today, \$2.95.

Men's High Class Suits \$21.45

Latest Styles for Men and Young Men

They're high-class suits in every detail, from the season's best selling lines. Developed in fancy worsted and Saxony finished English tweed. Some of the suits are cut especially for tall men. Also young men's models, unlined, with piped seams and silk saddle. Sizes 34 to 46. Specially priced for today at \$21.45.



Men's Cream Serge Outing Trousers, splendidly tailored and finished, with five pockets, belt loops and cuff bottoms. Sizes 32 to 40, \$5.00.

Men's \$5.00 Panamas \$2.95

A real saving there. Genuine South American Panamas, in fedora, telescope and negligee shapes, with open curl and pencil curl brims. Black corded silk band. Regularly \$5.00. Today at 8.30 a.m. sharp, \$2.95.

Men's \$2.00 and \$2.50 Straw Hats \$1.00

That's half and less—Fine English and American Straw Hats—split and sennit braid—plain and notched rims. Marked for early clearance. No phone or C. O. D. orders. Regularly \$2.00 and \$2.50. Today at 8.30 a.m. sharp, \$1.00.

2400 New Tooke and Arrow Shirts \$1.29

Regular Values \$1.50, \$2.00, \$2.50 and \$3.00
The Result of Special Purchase—All are of Top-notch Quality.

The fabrics, colorings and patterns are distinctively high-class. You couldn't wish for better. They're negligee coat shirts, with either soft or laundered cuffs. Complete sizes 14 to 18. Wise men will buy all they can afford of these \$1.50, \$2.00, \$2.50 and \$3.00 shirts at \$1.29, or 4 for \$5.00.

At 8.30 a.m. Boys' Norfolk Suits \$6.85

Regularly \$12.00 to \$18.50.

Marked down for early morning clearance. Of imported tweeds, in grey and brown checks, stripes, fancy mixtures, in worsted, cashmere and cheviot finishes. Single-breasted, 3-button models. Some have patch pockets and 3-piece belt—others have pleats down each side of front and back, sewn belt at waist, and set-in pockets. Full-fashioned bloomers. Boys, 8 to 17 years. Sizes 28 to 35. Today, 8.30 a.m., special, \$6.85.

Little Boys' Wash Suits \$1.50

Sizes 4 to 7 years. One style is in short sleeve middy effect, with laced throat, cut from a blue grey and white striped gingham—contrasting collar and cuffs. Another is featured in a medium grey chambray, with grey and white collar—patch pocket, cuffs and belt. Others in blue and tan stripes—natural linen and combination colorings. All have straight knickers, with waist-band. Today, \$1.50.

Boys' Long Khaki Pants, \$2.00. Sizes 9 to 17 years.
Boys' Khaki Drill Bloomers, \$1.25. Boys, 7 to 14 years.

Market List for Today

No Phone Orders and No Delivery for These Saturday Morning Specials

Canada Food Board License No. 9-029.

- At 8.30—500 lbs. Shoulder Roasts, young tender beef. While it lasts, per lb, 24c.
- At 8.30—300 lbs. Lean Boneless Stewing Beef. While it lasts, per lb, 24c.
- At 8.30—500 lbs. Breakfast Bacon, mild curing, by the piece, 2 lbs. and up. Saturday morning special, per lb, 44c.
- At 8.30—100 only. Sweet Pickled Pork Shoulders, 6 to 9 lbs. each. Saturday morning special, per lb, 28c.
- At 8.30—150 lbs. Smoked Finnan Haddies for Sunday breakfast. Saturday morning special, per lb, 14c.

In the Grocery Section

- Standard Granulated Sugar, in 5-lb. packages, 2 pkgs., \$1.00.
- Finest Sweet Wrinkle Peas, per tin, 18c.
- Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars for 30c.
- Finest Creamery Butter, E. & S. Brand, per lb, 50c.
- Oleomargarine, H.A. Brand, per lb, 54c.
- Finest Canned Corn, per tin, 19c.
- Kellogg's Toasted Cornflakes, 2 packages, 26c.
- Canned Shrimps, per tin, 20c.
- Orange Marmalade, 22-oz. jar, for 32c.
- Sapphire Brand Sardines, tin, 25c.
- H.F. Sauce, bottle, 25c.
- Finest Canned Peaches, tin, 18c.
- Paris Pate, per tin, 12c.
- Finest Mild Cheese, per lb, 20c.
- Choice Red Salmon, per tin, 32c.
- Asylmer Raspberry and Strawberry Jam, per jar, 25c.
- Clark's Potted Meats, assorted, 3 tins, 26c.
- Choice Olives, pimento stuffed, bottle, 22c.
- MacLaren's Imperial Jelly Powders, assorted, 3 pkgs., 25c.
- Wilson's Malt Vinegar, bottle, 15c.
- Marsh's Grape Juice, bottle, 23c.
- Kkovah Lemonade Powder, per tin, 15c and 25c.
- Fresh Roasted Coffee, in the bean, ground pure or with chicory, per lb, 33c.

The SIMPSON Company Limited

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